



2009 ASSEMBLY BILL 764

February 19, 2010 – Introduced by Representatives RADCLIFFE, ZIEGELBAUER, BERCEAU, KNODL, RIPP, KERKMAN and CLARK, cosponsored by Senators HARSDORF and SCHULTZ. Referred to Committee on Transportation.

- 1 **AN ACT** *to amend* 86.196 (2) (intro.) and 86.196 (5) of the statutes; **relating to:**
2 the distance from tourist-oriented directional highway signs to tourist-related
3 businesses, services, or activities.

Analysis by the Legislative Reference Bureau

Under current law, the Department of Transportation (DOT) erects tourist-oriented directional signs to assist motorists traveling along highways. Tourist-oriented directional signs provide identification of, and directional information for, tourist-related businesses, services, or activities, which derive the majority of their income or visitors during the normal business season from motorists not residing in the immediate area where the business, service, or activity is located. A tourist-oriented directional sign is available only for businesses, services, or activities located within five miles from the highway on which the tourist-oriented directional sign is erected.

Under this bill, a tourist-oriented directional sign is available for businesses, services, or activities located within ten miles from the highway on which the tourist-oriented directional sign is erected.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

